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HILLSDALE 1953 Rose Folder



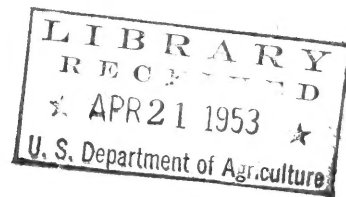
NEW YORKER
\$2.50 each

Hillsdale Landscape Co.

R. R. 13, Box 185 • INDIANAPOLIS 44, IND.

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To

Library
U. S. Dept. of Agriculture
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HILLSDALE HARDY CLIMBERS

These are old and new Hardy Climbers and Pillar Roses, which seldom need any winter protection. They will bring hundreds of blooms to your garden during June, covering fences and trellises.

The price on the following potted plants is \$1.85 each

American Pillar. Single blooms of carmine-pink, with white eye and golden stamens.

Blaze. Blazing scarlet pillar Rose. Grows luxuriantly. Hardy and dependable; recurrent bloom.

Cl. American Beauty. Blooms large and fragrant; deep pink, shaded soft carmine.

Dr. W. Van Fleet. Cameo-pink fading to flesh-white; large, open, fragrant blooms.

Mary Wallace. Profusion of large, clear deep pink blooms.

Mme. Gregoire Staechelin. Delicate pink, fragrant flower. Large and vigorous.

New Dawn. The best everblooming climber. Apple-blossom-pink with old-Rose fragrance.

Paul's Lemon Pillar. Magnificent, double, lemon-yellow blooms.

Paul's Scarlet Climber. Oceans of bright scarlet flowers.

Royal Scarlet. Deeper red than Paul's Scarlet.

Seven Sisters. Double, deep pink clusters.

Silver Moon. Creamy white flowers with golden anthers.

HILLSDALE SUB-ZERO HARDY CLIMBERS

Sub-Zero Hardy Climbers are a new race from the hardest species of climbers. They live longer and will survive sub-zero winters.

THESE SPECIFICALLY QUOTED PRICES ARE FOR POTTED PLANTS

Cl. Break o'Day. Everblooming. Lovely double, orange to apricot flowers. \$2.50 each.

Golden Climber. Golden yellow, well-formed buds and blooms. Fragrant. Ideal for cutting. \$2.25 each.

Golden Glow. Fragrant, spectrum-yellow. Abundant mass of color. \$2.25 each.

Golden Pyramid. Cadmium-yellow blooms. Very vigorous. \$2.25 each.

Orange Everglow. Everblooming. Dazzling coppery orange. Fragrant. \$2.50 each.

HILLSDALE HYBRID TEA CLIMBERS

Climbing form of the bush Hybrid Teas. They are not as hardy as the other climbers and will require slight protection during winter months. After the first peak of June flowers, Hybrid Tea Climbers continue to bloom frequently during the entire season.

The price on the following potted plants is \$1.85 each

Cl. Etoile de Hollande. Double, bright red blooms. One of the best climbers.

Cl. McGredy's Ivory. Long-pointed bud; flower large, double fragrant, creamy white.

Cl. Mrs. P. S. du Pont. Double, deep yellow.

Cl. Pink Radiance. Bright pink. Same qualities as the bush Radiance.

Cl. Red Radiance. Soft rose-red—clear, even and velvety. Always dependable.

Cl. Talisman. The same fine vari-colored blooms as in the Hybrid Tea.

RUGOSAS, HYBRID PERPETUALS AND MISCELLANEOUS ROSES

This group includes the Shrub, Wild Species and Hybrid varieties, useful in landscape work for the shrub border. These Roses are hardy in the coldest regions and require little attention except pruning to keep them in balance.

The price of the following potted plants is \$1.85 each

American Beauty. Crimson-carmine, fragrant; long, strong stems. Vigorous.

Austrian Copper. Single, brilliant orange-red flowers with yellow reverse.

F. J. Grootendorst. Small, bright red flowers in clusters. Everblooming.

Frau Karl Druschki. Snow-white, immense blooms; pointed buds. Vigorous. One of the old favorites.

Hansa. Double, reddish flowers of large size.

Harison's Yellow. Semi-double, moderately fragrant, bright yellow.

Hugonis. The Rose of China. Light yellow flowers borne profusely along the branches. Very hardy; blooms early.

Max Graf. Bright pink, golden-centered blooms in June. Vigorous, trailing plant.

Pink Grootendorst. Charming pink variety of Grootendorst. Everblooming.

HILLSDALE ROSES

Roses from Hillsdale are always better. They are carefully selected, No. 1 field-grown plants—the best on the horticultural market. Each variety has been tested in our own gardens. This assures you of receiving hardy, vigorous plants, which will have beautiful blooms in abundance from varieties well adapted to this section of the Middle West.

Undoubtedly of great benefit to the Rose buyer is the potted plant, which enables us to offer our Roses already growing and blooming. This new way of selling them eliminates all danger of the plants being retarded in your garden and insures the buyer of exactly the variety desired.

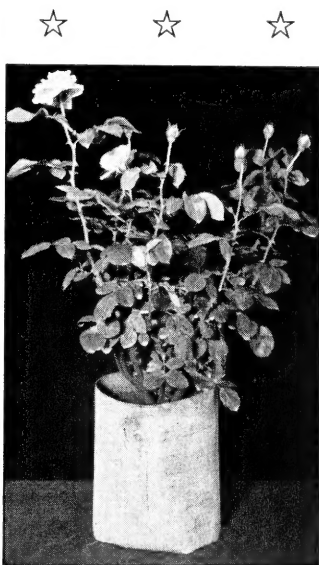
These plants are growing in pots filled with a specially prepared soil, properly fertilized to insure rapid and permanent growth and bloom. Hillsdale Roses can be planted in your garden at any time during the growing season without showing even the slightest wilt of foliage, buds or blooms.

DIRECTIONS FOR RE-PLANTING POTTED ROSES

The re-planting of Hillsdale Potted Roses is very simple indeed. The pots are slit and carefully peeled off from the soil. The ball of earth is then set in the bed so that it comes about $\frac{1}{2}$ inch lower than the finished level of the beds. Be sure that the graft union at the neck of the roots is 1 inch below the surface. Always press the soil firmly around the roots of any kind of plant. This is done to force the air space out of the soil around the roots. After this, watering to soak the soil thoroughly is all that is necessary.

PLANTING INSTRUCTIONS FOR DORMANT PLANTS

Keep the roots moist all the time before planting. Spread out the roots so they do not crowd; cover them with good soil and firm the earth about them, eliminating all air pockets. Plant 15 to 18 inches apart, where there is sunshine at least half of the day. Mound soil about 10 inches high immediately after planting to keep the moisture in the branches.



OUR POTTED PLANT

SPECIAL DISCOUNTS

A 5% QUANTITY DISCOUNT will be given on all orders for ONE DOZEN or more POTTED ROSES.

An additional 5% CASH AND CARRY DISCOUNT will be given on all POTTED ROSES.

PRICES AND DISCOUNTS listed in this folder supersede all previous lists.

PLEASE NOTE

All prices quoted are for POTTED PLANTS at our Nursery.

An extra charge for the labor will be made when we do the planting.

OUT-OF-TOWN ORDERS that must be crated and sent by Express are accepted only when order is for 6 plants or more. An extra charge of 25c per plant will be made for crating.

DORMANT PLANTS in several varieties are available from March 15 to May 1. Prices on these will be NET, at 55c less per plant than rates herein shown for the Potted Plants.

PRICES AND DISCOUNTS listed in this folder supersede all previous lists.

WHAT IS A. A. R. S.?—ALL-AMERICA ROSE SELECTIONS, INC.

Each year new Roses are planted in various gardens throughout the country, and these are tested under the most exacting conditions. The All-America Rose Selections, Inc., judges them and chooses the outstanding winners for the year. Therefore, you may buy with confidence those Roses marked "A. A. R. S."

HILLSDALE LANDSCAPE COMPANY • R. R. 13, Box 185 • INDIANAPOLIS 44, IND.

IT'S HILLSDALE — WHEN YOU THINK OF FINE ROSES

EVERBLOOMING HYBRID TEA ROSES

The price on the following potted plants is \$1.85 each

Ami Quinard. Very dark maroon, almost black.
Autumn. Fall colors—striking orange-yellow, streaked with red. Double.
Betty Uprichard. Lovely contrast of petals; light carmine outside and soft pink inside.
Caledonia. White, full-petaled blooms.
Christopher Stone. A very fine velvety scarlet-red. Blooms freely.
Condesa de Sastago. Popular two-tone Rose, coppery pink inside and rich gold on reverse.
Countess Vandal. An exquisite blend of copper, bronze and pink suffused with gold. Buds and blooms unsurpassed in shapeliness.
Dame Edith Helen. Very large, full-petaled blooms of glowing pink.
Duquesa de Penaranda. Unusual combinations of apricot, orange and pink. Vigorous plant with beautiful glossy foliage.
Edith Nellie Perkins. Light cerise-pink suffused with gold.
Editor McFarland. A double brilliant pink with fine fragrance.
Etoile de Hollande. Lovely fragrance. Velvety dark red blooms in quantity.
Golden Dawn. Sunflower-yellow shaded with old-rose.
Golden Rapture. Exquisite buds. Double, rich yellow blooms.
Gruss an Teplitz. Dark maroon. Very hardy. One of the old favorite hybrids and still very popular.
J. Otto Thilow. Bud pointed, well shaped; flower large, double, high-centered, rich glowing rose-pink.
Joanna Hill. Fragrant, clear yellow with orange-yellow. Long-pointed buds.
K. A. Viktoria. A favorite white. Good in both bud and bloom; fragrant.
Los Angeles. Lovely combination of flame-pink, coral and gold.
Margaret McGredy. Orange-scarlet. Strong growing.
McGredy's Ivory. Beautiful creamy white blooms with exceptional fragrance.

Modern Hybrid Tea Roses represent the height of the hybridizer's art. They are among the most popular flowers in the world, both for garden decoration and for cutting. The blooms range from single to very double forms, through all the shades of pink, red, orange and yellow. They deserve a special place in every home garden, whether it be informal or formal in type, and will reward the grower with glorious fragrant blooms all summer long. The varieties listed here have been carefully chosen for our locality.

McGredy's Yellow. Double, buttercup-yellow flowers in profusion. The best light yellow.
Miss Rowena Thom. Bright pink; very large buds and fully double blooms.
Mme. Joseph Perraud. Double, large, fragrant, yellow, tinted copper at center; long stems.
Mme. Jules Bouche. Cream-white, flushed with pink; fragrant.
Mrs. Chas. Bell. Delicate shell-pink. Prolific bloomer.
Mrs. E. P. Thom. Pure yellow of excellent form.
Mrs. P. S. du Pont. Double; deep yellow with spicy fragrance.
Nigger Boy. The name tells the story. Very dark red.
Night. Very deep crimson, almost black.
Picture. Warm salmon-pink, splendidly formed flowers.
Pink Dawn. Sweetly scented; beautiful in bud and bloom. Rose-pink.
Pink Radiance. Hardy, vigorous, prolific.
Poinsettia. Brilliant scarlet color. Free blooming.
Pres. Herbert Hoover. Everyone likes this Rose. Cerise-pink, flame-scarlet; yellow.
Red Radiance. Can't beat the Radiances for durability and profusion of bloom.
Rose Marie. Satiny rose-pink; well shaped.
Snowbird. White, with creamy center; foliage leathery. Vigorous, compact, bushy. A splendid bedding variety.
Soeur Therese. Blooms continuously. Golden yellow, shaded carmine.
Talisman No. 5. The same sturdy plant as Talisman, with deeper shadings of the glorious blend of orange, yellow and rose-red.
The Doctor. A great achievement in Rose breeding. Buds are long and pointed; enormous blooms are silvery pink. Intensely fragrant.

HILLSDALE SUB-ZERO EVERBLOOMING HYBRID TEAS

The price on the following potted plants is \$2.25 each

Break o'Day. Orange to apricot, large, very double flowers. Very vigorous. Free bloomer and delightfully inspiring.
Curly Pink. Many large, two-toned pink blooms in clusters on a single stem. Over 50 gracefully recurved petals.
Dick Wilcox. Deep red, very double blooms.
Henry Field No. 112. Strikingly beautiful large, double, deep red blooms in cluster on sturdy bushes.
Lily Pons. White with pure yellow center. Large, graceful flowers. Vigorous, free bloomer.

Pink Princess. Bud red; flowers deep pink, double. Very popular.
Queen o' the Lakes. Graceful, brilliant and elegant. Double, deep red, velvety blooms; truly the crimson queen of flowers.
Red Duchess. Captivating fragrance. Rose-red. Colorful foliage; robust and sturdy.
Shades of Autumn. An abundant and joyous expression of bicolored beauty.
V for Victory. Most beautiful. Large, very double, yellow, fragrant blooms. Holds color and blooms constantly in ideal form.

(Roses in this group are of a new race from hardier species that bloom all summer. They are of greater sturdiness and vigor and will live longer and will survive sub-zero winters.)

HILLSDALE EVERBLOOMING POLYANTHA AND FLORIBUNDA ROSES

The price on the following potted plants is \$1.85 each

Baby Chateau. Blackish crimson buds; flower large, double, fragrant, velvety red. Very vigorous.
Cecile Brunner. Bud long-pointed; flower double and open. Bright pink with yellow base. Free blooming and fragrant.
Cheer. Orange-pink blooms about 4 inches across, in large clusters. Vigorous.
Dagmar Spaeth. Large clusters of alabaster-white occasionally streaked with scarlet.
Else Poulsen. Semi-double, bright rose-pink; fragrant.
Eutin. Lovely double, deep red flowers on mildew-resistant plants.
Floradora. Flower very double, scarlet-red to orange. Upright, bushy; leathery foliage.
Frensham. Large, semi-double, slightly fragrant, deep crimson. Vigorous. Abundant bloom.

Gloria Mundi. Double, orange-scarlet blooms in clusters. Foliage light, glossy; bushy growth.
Golden Salmon. Clusters of bright salmon-orange flowers produced on bushy, well-shaped plants.
Gruss an Aachen. Well-formed buds of buff-yellow opening to light pink and salmon-yellow.
Ideal. Double, fragrant, dark velvety crimson cluster. Foliage dark, leathery, glossy.
Improved Lafayette. Bright cherry-crimson flowers in abundance on a tall, vigorous bush. Disease resistant.
Orange Triumph. Salmon-red with orange shadings. Excellent for foundation plantings.
Pink Gruss an Aachen. Deep salmon-rose sport of Gruss an Aachen.
Rosenelfe. Bud long-pointed; flower large, double, high-centered, clear pink. Very vigorous and bushy.

(Polyantha means "many flowers," and the characteristic of the type is great clusters of bloom. Floribundas increase the size and improve the volume of the blooms, giving a wider usefulness to the type for both landscape and garden effects.)

HILLSDALE MINIATURE ROSES

THESE SPECIFICALLY QUOTED PRICES ARE FOR POTTED PLANTS

Baby Gold Star. Enchanting golden yellow. \$1.50 each.
Midget. Tiny perfect buds and flowers of deep rose. \$1.25 each.
Red Imp. Double, deep rich crimson. \$1.50 each.

Sweet Fairy. Bright apple-blossom-pink. \$1.25 each.
Tom Thumb. Intense rich crimson. \$1.25 each.

NEWER EVERBLOOMING and PATENTED HYBRID TEA ROSES

These specifically quoted prices are for potted plants

Applause. Winner of Bagatelle Gold Medal. Large, fragrant, light red buds open slowly into 50-petaled open blooms; prolific bloomer. \$2.50 each.

Apricot Queen. A.A.R.S. Spicy fragrance. Coppery orange-pink with orange base. \$2.00 each.

Babe Ruth. Salmon-pink. \$2.50 each.

Blanche Mallerin. White, with buds erect. Beautifully formed blooms 3½ to 4 inches across. \$2.50 each.

Buccaneer. The brightest yellow Rose. Long lasting. Vigorous. \$3.25 each.

Butterscotch. Unique butterscotch shade with orange-yellow reverse. Beautifully shaped. \$2.25 each.

California Centennial. Fragrant; crimson. Long-pointed buds. \$2.50 each.

Capistrano. The 1950 A.A.R.S. winner. Deep glowing rose-pink. Large buds and flowers on extra-long, strong stems. \$2.75 each.

Charles Mallerin. One of the loveliest rich dark red Roses, almost black. Very fragrant. Strong grower. \$3.00 each.

Charlotte Armstrong. A.A.R.S. Award for 1941. Very double blooms of sparkling cerise. Perfectly formed, blood-red buds. \$2.50 each.

Chief Seattle. Buff-apricot; above average size. Many petals, ruffled. Very rich tea fragrance. Vigorous grower. \$2.95 each.

Chrysler Imperial. The only Hybrid Tea A.A.R.S. winner in 1953. A red, red Rose. Long-lasting blooms. \$3.50 each.

Crimson Glory. High-centered, very double blooms of deep crimson. Fragrant and free blooming. Vigorous. One of the best reds. \$2.25 each.

Debonair. Large, double, high-centered, butter-yellow. Vigorous. \$2.25 each.

Diamond Jubilee. 1948 A.A.R.S. winner. Should be in every garden. Long-lasting blooms of warm buff-orange appearing almost continuously. \$2.50 each.

Douglas MacArthur. Beautiful bright red; long bud. \$2.50 each.

Eclipse. Bud long-pointed, deep gold. Flowers yellow. Vigorous. \$2.25 each.

Ellenor Le Grice. Yellow. \$2.50 each.

Enchantment. Enormous, apricot blooms; full petaled and fragrant. \$2.50 each.

Ernie Pyle. A beautiful deep rose-pink, on long stems. \$2.25 each.

Fandango. Deep scarlet bud opens to unbeatable eye-catching bright Chinese red color. Large, ruffled flower has 16 to 25 petals. \$2.50 each.

Fantasia. A mass of bright golden yellow blooms. \$2.25 each.

First Love. Pale dawn-pink. Pleasant tea fragrance; gracefully pointed petals, borne on a long stem. Long lasting; ideal for cutting. \$2.75 each.

Forty-niner. The 1949 selection of A.A.R.S. Inside of petals a vivid Orient-red contrasting well with the straw-yellow outside. \$2.50 each.

Fred Howard. A.A.R.S. Award for 1952. Long, rich yellow buds tipped with delicate penciling of light pink. Strong, hardy; dark shiny foliage. Grows high. Excellent for cutting. Blooms from early spring to late fall. \$3.25 each.

Golden Scepter. A new golden yellow with long buds, opening into majestic, 5½-inch blooms. \$2.95 each.

Greer Garson. Beautiful silver-pink. Large flowers throughout the summer. Vigorous grower. \$2.25 each.

Happiness. Brilliant red. Well-formed, large, long-lasting blooms. Splendid for cutting. Plants are strong and healthy. \$2.95 each.

Heart's Desire. A.A.R.S. Award for 1942. Even shade of luminous red. Alluring fragrance. \$2.25 each.

Helen Traubel. A.A.R.S. Award for 1952. Color varies with weather; sometimes a light sparkling pink, more often a luminous apricot. Unusually large, long buds. Very vigorous. \$3.25 each.

Katherine T. Marshall. A.A.R.S. Award for 1944. Sparkling warm pink. Large, cupped blooms. \$2.25 each.

Lowell Thomas. A.A.R.S. Award for 1944. Clear canary-yellow. Buds large and pointed. \$2.50 each.

Mandalay. Molten gold. The largest blooms of any yellow. \$2.50 each.

Mary Margaret McBride. A.A.R.S. Award for 1943. Deep salmon-pink suffused with gold. Strong grower. \$2.25 each.

McGredy's Sunset. Chrome-yellow flushed with scarlet. Fragrant. \$2.25 each.

Mirandy. A.A.R.S. Award for 1945. Fragrant and very hardy. Blooms continuously. One of the best maroon-reds. \$2.50 each.

Mission Bells. A 1950 winner in the A.A.R.S. trials. Deep glowing salmon buds opening to a clear shrimp-pink. Large, high-centered flowers. \$2.75 each.

Mme. Chiang Kai-shek. Large buds and flowers of lemon-yellow. Long pointed, double, high-centered, lasting. Vigorous plant, blooming abundantly. A.A.R.S. Award for 1944. \$2.25 each.

Mme. Henri Guillot. Artistic urn-shaped buds. Watermelon to raspberry-pink, with gold base. \$2.25 each.

Mrs. Miniver. Distinctly different. Striking cardinal-red flowers and dark carmine, pointed buds. Blooms 5½ to 6 inches across. Delightful old-Rose fragrance. Very hardy. \$2.95 each.

New Yorker. Perfect buds and blooms of a clear unchanging red. Heavy bloomer. \$2.50 each.

Nocturne. A.A.R.S. Award for 1948. Bright cardinal-red with darker shadings of crimson. \$2.50 each.

Opera. Flaming light scarlet-red with buff-yellow on the reverse and base. Vigorous plant. Large blooms throughout the summer. \$2.50 each.

Peace. A.A.R.S. Award for 1946. The favorite exhibition Rose. Immense and very double. Ever-changing blends of pink, yellow and white. \$2.95 each.

Pedralbes. Semi-double, creamy white blooms with large petals. Vigorous plant and a free bloomer. \$2.25 each.

Rex Anderson. Ivory-white flowers, perfectly formed, large and very double. \$2.25 each.

Rose of Freedom. Sixty to 70 petals make this one of the most double of all Roses. Beautiful currant-red. \$2.25 each.

Rubaiyat. Only winner of 1947 All-America Rose Selections. Brilliant red blooms in profusion. Old-Rose fragrance. \$2.25 each.

San Fernando. A.A.R.S. 1948. Warm currant-red, changing to bright glowing scarlet. Fragrant. \$2.25 each.

Serenade. Exquisite burnt-orange bud opens slowly into a 5-inch, brilliant coral-orange bloom. \$2.50 each.

Show Girl. Undoubtedly the largest and most perfect buds in Rosedom. One of the finest pink Roses for cutting because of its magnificence and long-lasting quality. Will flourish from coast to coast. \$2.25 each.

Sleigh Bells. A white Rose that really produces blooms. Large, ovoid buds on long stems. Fine foliage. \$2.50 each.

Sunset Glory. Golden yellow buds suffused with pastel-pink open to luxuriant, 4 to 5-inch blooms of glowing golden yellow with a sheen of dusty rose-pink over each petal. Vigorous. \$2.25 each.

Sutter's Gold. 1950 A.A.R.S. Beautiful yellow flowers, richly shaded with orange and red; high-centered. Captivating fragrance. \$2.75 each.

Suzon Lotthe. Pearl-pink, with peach center. Large flowers with many petals. Delightful fragrance. \$2.95 each.

Taffeta. A.A.R.S. Award for 1948. Carmine-rose bud opening to begonia rose with yellow reverse. Very shapely blooms. \$2.25 each.

Tallyho. 1949 A.A.R.S. Buds of deep cardinal-red. Blooms have face of unique and delightful pink with crimson to cardinal-red reverse. \$2.50 each.

Texas Centennial. Brick-red with lighter center. Vigorous, upright. \$2.00 each.

Tom Breneman. Large, double, fragrant, rose-pink bloom. \$2.50 each.

Volcano. Large cherry-red bloom. Strong and bushy. Fragrant. \$2.50 each.

WAVES. Double, deep pink blooms with old-Rose fragrance. Sturdy plant with deep sea-green foliage. \$2.25 each.

White Briarcliff. Beautiful ivory-white, long-pointed bud, opening to a large, pure white Rose. \$2.00 each.

Will Rogers. Double, velvety crimson-maroon. Blooms well. Sturdy. \$2.00 each.

Zulu Queen. One of the "blackest" of all red Roses. Rich and velvety. Vigorous and hardy. \$3.00 each.

HILLSDALE NEWER EVERBLOOMING PATENTED FLORIBUNDA ROSES

THESE SPECIFICALLY QUOTED PRICES ARE FOR POTTED PLANTS

Betty Prior. Face of petals shell-pink, reverse dark carmine. Vigorous. \$2.00 each.

Chatter. A continuous display of bright crimson clusters of bloom. \$2.00 each.

Crimson Rosette. Deep red; a border Rose. Easy grower; long lasting. \$2.25 each.

Donald Prior. Bright scarlet shaded with crimson. \$2.00 each.

Fashion. Top A.A.R.S. winner for 1950. A new creation and a new color. Oriental red buds open to a sparkling coral-pink, suffused with gold. \$2.50 each.

Geranium Red. Large, camellia-type blooms of most unusual red-geranium color. \$2.00 each.

Glacier. Snow-white buds measure 4½ inches across, borne singly or in clusters. Hardy, vigorous plant. \$2.75 each.

Goldilocks. The best yellow Floribunda. Golden yellow; long lasting. \$2.00 each.

Independence. Brilliant red with orange-scarlet center and redder cast on reverse. Old-fashioned Tea Rose fragrance. Excellent grower. \$2.75 each.

Ma Perkins. New 1953 A.A.R.S. winner. Sparkling coral-pink clusters, suffused with yellow. Cup-shaped blooms. Vigorous and bushy. \$2.75 each.

Masquerade. Clusters of 10 to 25 buds of yellow, red, pink, lemon and sometimes orange; becomes rose-pink, as petals unfold, to deep red. \$2.50 each.

Permanent Wave. Crinkled, fluted edges give each petal a permanent wave. Rosy pink. \$2.00 each.

Pink Bountiful. Soft pink; perfectly formed buds and blooms. \$2.00 each.

Pinkie. A.A.R.S. Award for 1948. Perfect little pink buds opening to 2-inch blooms. \$2.25 each.

Pinocchio. Buds pointed, salmon flushed with gold, opening to soft pink. Continuous blooms. \$2.00 each.

Pinocchio, Lavender. Entirely new color; true, clean lavender with mass of golden yellow stamens. \$2.50 each.

Pinocchio, Red. Rich velvety dark red; fragrant. Free blooming. \$2.00 each.

Pinocchio, White. Great masses of lovely white bloom. Dark green foliage. Tough and very disease resistant. \$2.00 each.

Pinocchio, Yellow. Newest of Pinocchio family. Sturdy bush about 3 feet tall; produces masses of apricot-yellow blooms. \$2.00 each.

Rochester. Dark pink buds developing into perfect blooms of cream and yellow flushed with pink. Free blooming. \$2.00 each.

Snowbank. Large-flowered clusters of blush-white. \$2.00 each.

Summer Snow. Large white clusters like mounds of snow. Fragrant. \$2.00 each.

Vogue. A.A.R.S. for 1952. Unique brilliant cherry-coral. Vigorous. \$2.75 each.

World's Fair. A.A.R.S. 1940. Clusters of large, velvety scarlet blooms. \$2.00 each.

HILLSDALE NEW CLIMBERS, HYBRID TEA CLIMBERS and PATENTED CLIMBERS

THESE SPECIFICALLY QUOTED PRICES ARE FOR POTTED PLANTS

Aloha. Deep coral-pink. Full, double blooms measure about 5 inches across. Continues blooming frequently all during the summer. Needs slight winter protection. \$2.95 each.

Cl. Crimson Glory. Deep crimson. Climbing form of the popular Hybrid Tea. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.50 each.

Cl. Floradora. New. Continuous, bright red bloom. Large clusters. \$2.25 each.

Cl. Forty-niner. Climbing form of the popular Hybrid Tea. Brilliant red with yellow reverse. \$3.25 each.

Cl. Peace. Varied shades of pink and yellow. Simply lovely. Climbing form of popular Hybrid Tea, Peace. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.95 each.

Cl. Pinocchio. Rich salmon, sweetheart flowers; fruity fragrance. \$3.00 each.

Coral Dawn. Everblooming pillar Rose of rich coral-pink. Same qualities as New Dawn but flowers are larger and more colorful. \$3.00 each.

Doubloons. Best all-purpose yellow climber. Strong grower; blooms in great profusion for long period during June. Large, golden flowers. Spicy fragrance. \$2.50 each.

Dr. J. H. Nicolas. Everblooming. Double, rose-pink flowers of large size. Rich fragrance. Pillar Rose. \$2.50 each.

High Noon. A.A.R.S. Award for 1948. Lemon-yellow, tinted with red. A pillar Rose. Continues blooming frequently all during the summer. \$2.75 each.

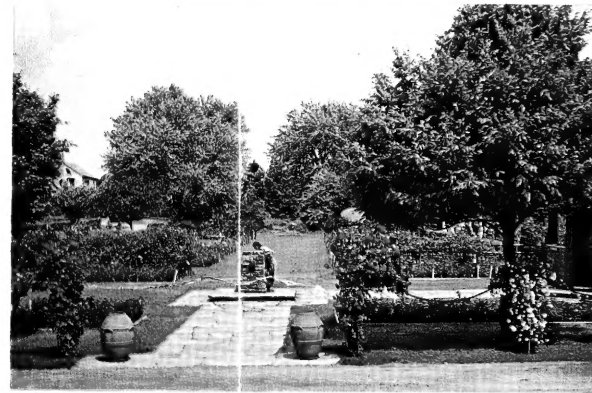
King Midas. Large, double, golden yellow. Buds touched with red. It will produce hundreds of blooms in June, covering fences and trellises. \$2.50 each.

Pink Cloud. Rich clean pink climber. Flowers measure up to 3½ inches across. Blooms from spring to late summer. \$3.00 each.



AMERICA'S FINEST ROSES ARE GROWN AND DISPLAYED AT HILLSDALE GARDENS

THE LARGEST ROSE GARDENS IN INDIANA



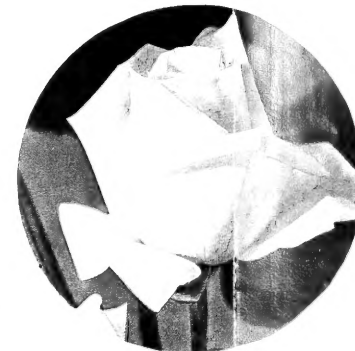
HILLSDALE GARDENS invite you to the 1953 ROSE FESTIVAL
on JUNE 6th and 7th



HELEN TRAUBEL. A. A. R. S. Award for 1952
\$3.25 each



FRED HOWARD
A. A. R. S. Award for 1952
\$3.25 each



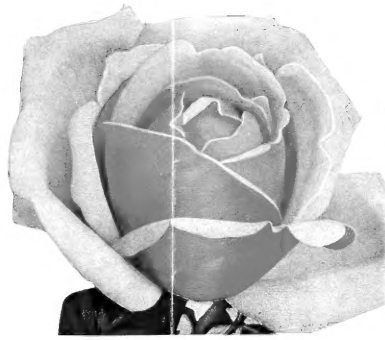
K. A. VIKTORIA. \$1.85 each



CHRISTOPHER STONE. \$1.85 each



TALLYHO. A. A. R. S. Award for 1949
\$2.50 each



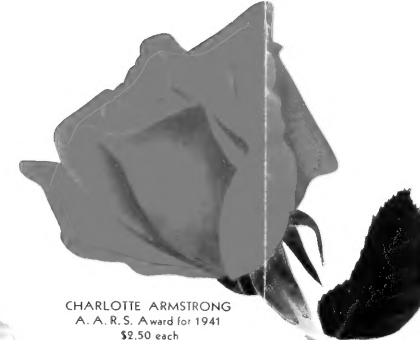
PINK RADIANCE. \$1.85 each



CONDESA DE SASTAGO
\$1.85 each



PEACE
A. A. R. S. Award for 1946
\$2.95 each



CHARLOTTE ARMSTRONG
A. A. R. S. Award for 1941
\$2.50 each



MIRANDY
A. A. R. S. Award for 1945
\$2.50 each

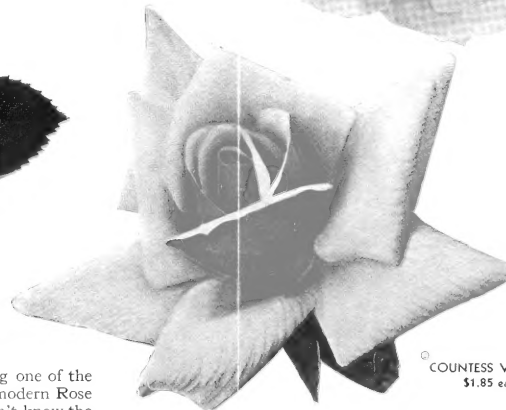
Why not visit our Gardens
and see these Roses blooming
before you make your selection?



SUTTER'S GOLD
A. A. R. S. Award for 1950
\$2.75 each



CHRYSLER
IMPERIAL
A. A. R. S. Award for 1953
\$3.50 each



COUNTESS VANDAL
\$1.85 each



CRIMSON GLORY
\$2.25 each

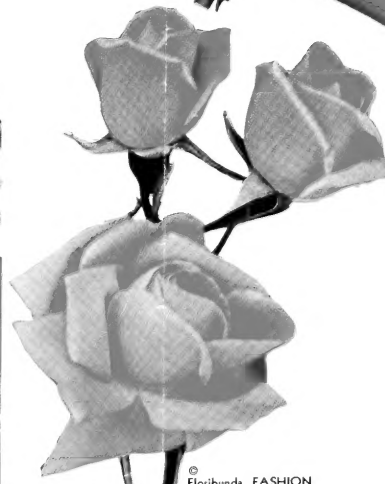


FORTY-NINER. A. A. R. S. Award for 1949. \$2.50 each

You're missing one of the
best parts of a modern Rose
garden if you don't know the
newest Floribundas.



© FLORIBUNDA ROSE, VOGUE. A. A. R. S. Award for 1952
\$2.75 each



Floribunda, FASHION
Top A. A. R. S.
Award for 1950. \$2.50 each



© FLORIBUNDA, RED PINOCCHIO
\$2.00 each



FLORIBUNDA
JAN PERKINS
A. A. R. S. Award
for 1953
\$2.75 each



IMPROVED LAFAYETTE
\$1.85 each



CLIMBING PEACE
\$2.95 each



CLIMBER, BLAZE
\$1.85 each

A new and different Rose usually is patented
if the breeder feels it is sufficiently valuable to
warrant the expense of patenting.

A climbing Rose is like a
tomato plant—it yields the
most for the ground it
occupies.

An Invitation to Hillsdale Gardens

Our Rose gardens are located at Hillsdale Nurseries, $\frac{1}{4}$ mile south of Castleton, Indiana, and 8 miles northeast of Indianapolis on Road 100.

To reach us by motor from Indianapolis, take Fall Creek Boulevard, North Drive, at the intersection of State Road 37 and Keystone Avenue. Proceed to Millersville and continue on the boulevard to one mile beyond the Broadcasting Station, to intersection with Shadeland Avenue or Road 100; turn to left on Shadeland and continue $1\frac{1}{2}$ miles to Hillsdale Nurseries.

A second route is to drive out on the Noblesville Road to the junction of

Road 100 at Allisonville. Turn right (that is, east) on Road 100 and proceed 2 miles through Castleton to Hillsdale Nurseries. Or take any through street north out of Indianapolis to Road 100 and turn east on Road 100 to Nursery. From the eastern section of Indianapolis, take any through street east to Road 100 (Shadeland Avenue) and follow Road 100 (Shadeland) north to Nursery.

You are cordially invited to visit Hillsdale Gardens at any time. If you cannot visit us, call us for any information you need about Roses. Telephone: Broadway 5495.



Procession of the Rose Queen and her escorts through Hillsdale Gardens at our Annual Rose Festival

HILLSDALE ANNUAL ROSE FESTIVAL

This year on June 6 and 7, when the Roses are in full bloom, our large display gardens will be formally open to the public at our Thirteenth Annual Rose Festival. Our new Rose garden with over 3,000 Hybrid Teas, Climbers and Floribunda Roses now blooming in their second and third year, will be a beautiful sight to behold. We have added all the newer and best introductions and now have the finest and largest Rose garden in this section of the country. Many of the All-America Rose Selections of the past several years will be on display. Last year over 60,000 people visited our gardens during Rose Festival week. We have enlarged our parking facilities close to the garden and therefore will be able to accommodate even larger attendance.